

Tab 2 – Current Recycle Plus Services and Accomplishments

Recycle Plus Services

The City of San José has one of the largest integrated waste management programs in the country. Through an ongoing commitment to diversion of recyclable materials from the waste stream, and of highest and best use of resources, San José residents can now recycle up to 80 percent of their solid waste in the comprehensive Recycle Plus curbside Recycling and Solid Waste Collection program. Three contractors provide weekly service to 202,000 single-family dwellings (SFD) and as-scheduled service to 93,000 multi-family dwellings (MFD) in 3,200 complexes. On a weekly basis, there are 91 garbage and recycling routes and 21 yard trimmings routes completed. There are also 5 Street sweeping routes per day to complete a city-wide sweeping cycle once per month.

In Fiscal Year 2004-05, the residential system collected and processed approximately 510,600 tons of Garbage, Recyclables, and Yard Trimmings. The largest portion of the waste stream is garbage, followed by yard trimmings and recyclables. The MFD compostable program collects garbage from MFDs and sorts it for further reclamation of recyclables and compostables.

RESIDENTIAL SOLID WASTE STREAM (Fiscal Year 2004-2005, July 1, 2004 – June 30, 2005)			
Material Collected	Tonnage		Percent of Total
FY 2004-05 garbage collected	221,100		43%
FY 2004-05 yard trimmings collected	146,700		29%
FY 2004-05 recyclables collected	124,100		24%
FY 2004-05 MFD compostables collected	18,700		4%
Totals	510,600		100%

The scope and complexity of San Jose's program has been managed through a public-private partnership between the City and selected solid waste contractors who specialize in direct service to the residents. Through direct coordination, City and contractor staff work together to meet service standards of the contracts, educate the residents about program features, and resolve customer service issues that need attention.

Because San José implemented curbside recycling in 1993, the program is mature, with residents who are committed to participating in source separation at the curb. Data from the City's biennial resident survey shows that 70% of San José residents feel that they are recycling 75% or more of all materials that can be recycled. They also express an interest in getting more information about

what is recyclable, and feel that recycling is an important priority. During the month of September, 2004, staff had the opportunity to conduct door-to-door outreach with 994 residents. Findings from these conversations showed that residents understood the basics of the program, including what is recyclable, and demonstrated a desire to follow program guidelines. The door-to-door outreach effort included non-English speakers, and it was determined that program understanding also extended to residents whose primary language is either Spanish or Vietnamese.

Ongoing and direct education to the residents about how to participate in the program has been critical to creating residential diversion of 52% and overall satisfaction rates with Recycle Plus services of 90%. The biennial resident survey provides feedback on the program status, as well as guiding the need for future education or program changes. Education pieces are distributed through the Recycle Plus garbage bill, direct mail, events, and information centers throughout the City. The Guide to Garbage and Recycling is a comprehensive piece that was distributed to every SFD during the transition to new contractors in July 2002. The updated version provided in this Binder, is being mailed directly to every SFD and MFD unit in the City over the next two years.

Integrated Waste Management Fund (Fund 423) and Recycle Plus Accomplishments

Three major accomplishments achieved as a result of the establishment of IWM Fund 423 and the implementation of Recycle Plus and commercial diversion programs are:

- Rate Stabilization - Prudent fund management allowed the City to maintain rates at a stable level for four consecutive years from FY 1998-99 through FY 2001-02, while still providing service enhancements. Modest rate increases were implemented in February 2003 to bolster a declining fund balance and allow revenue transfers to the General Fund. Since that time, rates have increased as needed to cover escalating labor and other operating costs and increased contributions to the General Fund.
- General Fund Contributions - In FY 2002-03 through FY 2005-06, while maintaining Council approved programs and activities, the IWM Fund has made on-going and cumulative contributions to the General Fund of approximately \$11 million through overhead (\$5.2 million), direct transfers (\$556,000), shifting revenue stream (\$4.8 million), and absorbing programs previously funded in the General Fund (\$527,000).
- Landfill Diversion - Due to the comprehensive diversion and outreach programs implemented in the residential, commercial, and civic sectors, the City's overall landfill diversion rate increased from 11% in 1990 to 62% in 2002, as certified in 2004 by the California Integrated Waste Management Board. The City is awaiting the Board's certification of 62% diversion for the current cycle. This compares to the mandated 50% reduction required of all cities and counties in California. In 2004, San José was recognized and ranked as the '#1 recycling city' by the Associated Press. An article carried by Associated Press and published in the San José Mercury on February 20, 2004,

captioned "San José's recycling efforts at top of the heap nationally." The article went on to report that San José ranks as number one among the top four national leaders in recycling efforts for large cities in 2002, according to Waste News, an industry publication. San José had a rate of 62%, followed by Portland at 56%, San Francisco at 48% and San Diego at 44%. The City's preliminary 2003 diversion rate is 59%. This rate will not be approved until the Board completes its biennial review in 2006.

Recent Highlights from the Residential Program:

Customer Satisfaction

Results from the biennial Recycle Plus resident phone survey of 800 customers completed in May 2005 indicate that 90% of single-family residents are satisfied with their services compared to 79% of multi-family dwelling residents. In addition, specific Recycle Plus services continued to score well: garbage collection – 87% satisfied; recycling collection – 85% satisfied; yard trimmings collection – 70% satisfied; street sweeping – 63% satisfied. Finally, residents of single-family homes feel that the garbage and recycling services are a good value with 78% either in agreement or neutral, and only 13% disagreeing.

Increased Diversion

Since the rollout of the commingled recycling system in FY 2002-03, residential diversion has increased to an all-time high of 51.9%, finally crossing the fifty-percent threshold. (The 62% referenced above is the rate of diversion across all programs – residential, commercial, and civic.) Residents are satisfied with the ease and convenience of the new system and are recycling more than ever before. Yard trimmings collections continue to be the largest single component of the residential recycling stream. With the new commingled system, tonnages of other recyclables collected, such as glass, paper, and plastic, have increased by 25%.

MFD Compostable Program

During the first year of the new Recycle Plus Program, increasing diversion at multi-family dwellings (MFDs) proved more difficult than anticipated. However, multi-family diversion has increased significantly since then due to the implementation of the MFD compostable program, approved by Council on a pilot basis in September 2003 and permanently in December 2004. Since the new Recycle Plus contracts began in July 2002, diversion at multi-family properties has increased over 240%, from 10.5% to 36%. Half of the multi-family diversion is from traditional recycling, while the remaining diversion is generated from the recycling and composting of multi-family garbage under the MFD compostable program. The compostable program has proven to be a unique solution enabling the City to achieve a high diversion rate at multi-family complexes.

E-Waste Program

In FY 2003-04, new State regulations necessitated a restructuring of the Recycle Plus large item collection rate to provide funding for the proper recycling of CRTs, including those in televisions and computer monitors. Council approved a restructuring that excluded the collection of a CRT as one of three eligible large items in the large item collection package and, instead, offered the collection of a single CRT at the full three-item rate. Recently, alternative funding sources have been made available to CRT recyclers by the State, which allows the City to again include CRTs in the collection package as one of three eligible large items, thereby passing the City's processing savings back to San José residents.

Neighborhood Cleanup Enhancement Program

IWM has partnered with Code Enforcement in conducting targeted clean-ups as a result of the enhanced services offered by Norcal Waste Systems in their second amendment. Code Enforcement identifies homes with serious blight conditions where the property owners are unable to afford the costs associated with removing the debris. IWM and Code Enforcement, utilizing the extra roll-off bins provided under the Norcal second amendment, work with Norcal to provide the property owner with the necessary roll-off bins and assistance needed to remedy the situation. Code Enforcement helps out, along with volunteers from the neighborhood, making this event a very positive community partnership to help residents in need. This program will continue through June 30, 2007.

Partnership with KONA SNI to Reduce Illegal Dumping

Recycle Plus staff has teamed up with the Redevelopment Agency and members of the KONA SNI (King-Ocala Neighborhood Area Strong Neighborhoods Initiative) to address KONA's Number Two priority of reducing illegal dumping in their community. The team determined one mechanism for reducing illegal dumping was to educate KONA residents on the services available through the City's Recycle Plus Program, especially the large item collection service. The team developed a flyer to promote the advantages of conveniently disposing of sofas and other large items at a very reasonable cost. The flyers were mailed to 2,304 residents living in the KONA SNI area in August and November 2005, as well as March 2006.

Tire Amnesty Day Sponsorship

San José collaborated with other cities in Santa Clara County to support public education for the county-wide Tire Amnesty Day held on April 30, 2005. Tires are often dumped illegally and, when stored on premises, collect water to become breeding sites for mosquitoes. Over 500 people participated, 83 from San José (17%).

Residential Street Sweeping Improvements

The City is in the third of a five-year parking enforcement program aimed at improving the effectiveness of residential street sweeping despite the budget necessities of reducing the number of sweeps from twice to only once monthly. The expansion of parking prohibitions in areas that experience greater than normal parking impacts due to higher density is proving to be an effective tool in ensuring that streets are freer of vehicles on sweep days, allowing sweepers to clean from curb to curb. Staff anticipates that these efforts, coupled with effective inspection services and aggressive outreach and education programs about street sweeping and parking enforcement, will continue to improve the effectiveness of street sweeping services throughout the City.

Consolidated Utility Billing System (C-UBS)

On July 12, 2006, C-UBS (formerly CUSP) went live. Originally approved by Council on May 27, 2003, this system is designed to integrate Customer Service, Utility Billing, and Hauler Contract Management systems for IWM, the Municipal Water System, and the One-Stop Customer Service Center in City Hall. The first phase is focused on the billing and hauler contract management components and consists of a Customer Information System (CIS) and portal technology to perform billing, customer service, work order management, and partner performance monitoring in a tightly integrated manner. A basic web self-service feature is available and additional online services may be released in the future. Integrated Voice Recognition (IVR) technology will enable calls to be handled and routed more efficiently in the Customer Contact Center. The C-UBS system will provide the technological foundation for an enterprise system enabling more efficient customer service, associated billing operations, and integration of call centers.

The approval process for this project has included the following: Council authorized staff to negotiate a contract with the chosen vendor. On December 7, 2004, Council approved the purchase of software and consulting services to prepare the detailed scope of services for the implementation of the C-UBS system. The contract with the implementation consultant (Bearing Point) and the purchase of associated software (PeopleSoft) was approved by Council in March 2005. On September 27, 2005, Council approved a revised scope of work to include the implementation of Customer Relationship Management (CRM) and a change management effort to align the organization and business processes to take advantage of the software.

Recycle Plus Customer Service (RPCS) Call Center

The new Consolidated Utility Billing System (C-UBS) went “live” on July 12th, consolidating the billing systems for Recycle Plus, Municipal Water, and the Sanitary and Storm Sewer Taxes. Consolidation also took place for the customer service programs for Recycle Plus and the City Manager’s Call Center. While call volumes increased and hold times were higher as Customer Service Representatives and Finance account maintenance employees become more proficient with the new system, staff has worked diligently with extra training, mentoring by Project Team trainers/helpers, and daily strategy meetings to address improvements to customer service.

The C-UBS system offers many new features and functions designed to improve customer service and City staff productivity. Resources are being committed to add staff, provide additional clerical support, and provide additional training and scripts to call center staff. With these changes, and consistent attention to program improvement, the call center staff expects to return to the expected high levels of service that our customers have come to expect from the City.

New One-Stop Customer Service Desk

Upon moving to the New City Hall in August 2005, Recycle Plus Customer Service has been staffing a customer service desk full-time in the Customer Service Center on the first floor. This allows walk-in customers to receive information about the Recycle Plus Program, ask questions about their bills, make changes to their level of service, and purchase extra garbage stickers. If a customer needs to make a payment, it will be collected and processed at the cashiering station. In addition, a drop box has been installed at the corner of Sixth and Santa Clara streets for after hours Recycle Plus payments.

Exhibits included in this tab are:

- Exhibit 1 - The 2005 Recycle Plus Tracking Poll – Executive Summary
- The Guide to Garbage and Recycling in San José
- Recycle Plus Outreach